

Portfolio 2025

# Dean Patterson Senior Brand Designer Ōtautahi Aotearoa

Kia ora, my name is Dean. I am a dedicated graphic designer and team leader specialising in advertising and brand identity systems for both established and emerging companies in print and digital media.

With over 20 years of experience in marketing and design across higher education, translation services and advertising agencies, I am committed to delivering high-quality design and brand solutions that achieve results while consistently meeting deadlines.

What follows is a small sample of work I have produce over the years, showcasing branding, system development and campaign advertising.

# Publications — Introduction to...

Portfolio 2025. 1



The Introduction to ‘faculties’ publications outlined the offerings and opportunities available within each academic department. These publications serve as guides for prospective and current students, detailing overview of each faculty, programs and degrees, course listings, research opportunities, career prospects and student support services.

# Publications — Study Abroad

Portfolio 2025. 2



The Study Abroad publication from the University of Canterbury highlights the unique opportunities available for international students in Christchurch, New Zealand. It emphasises a range of key aspects that contribute to a challenging yet rewarding experience, including diverse academic programs, cultural immersion, supportive environment, research opportunities, outdoor adventures, community engagement and networking and professional development.

# Choose Science Campaign

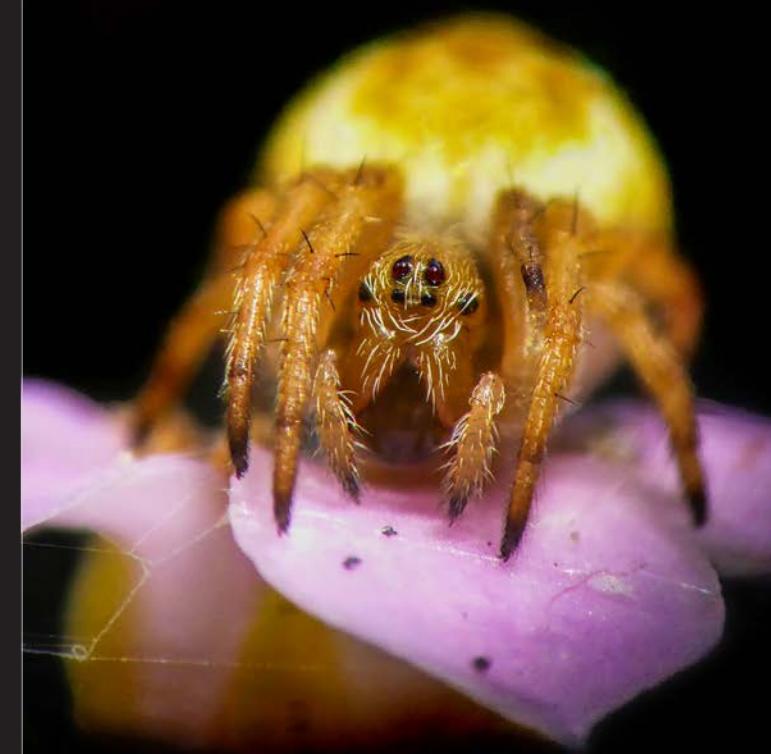
Portfolio 2025.3



Print, digital signage, billboards and social media

The Choose Science Change the World campaign was designed to showcase award-winning student photography, highlighting the creativity and talent of aspiring scientists. The campaign's visual identity features a distinctive red arrow, symbolising direction and the possibilities that science offers.

**UNCOVER  
THE SMALL  
THINGS**



**UC**  
UNIVERSITY OF  
CANTERBURY  
150 years  
1873-2023

Choose  
Science.  
Change  
the world.

# Brand Merchandise Guide

Portfolio 2025.4

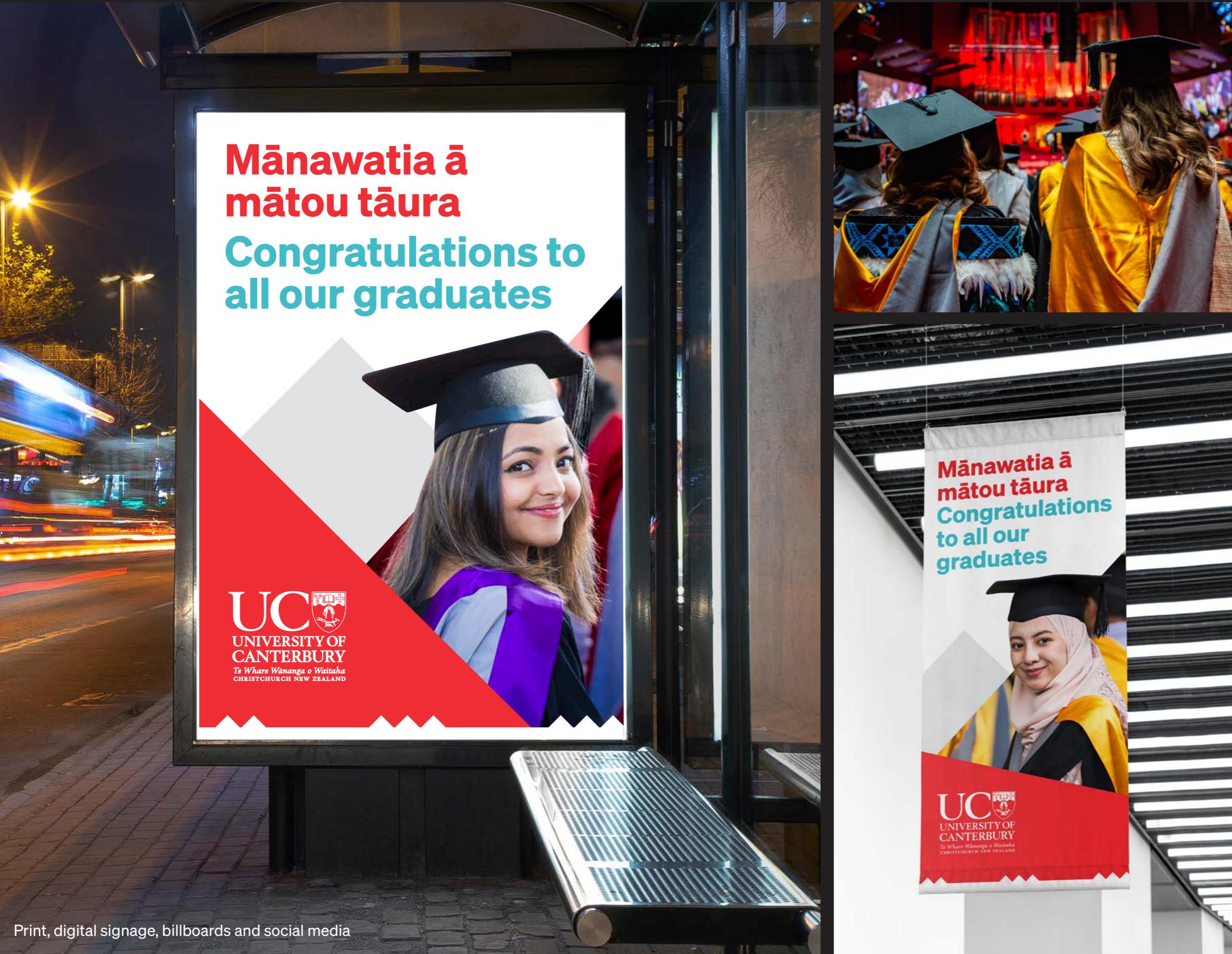


UC's brand merchandise guide is a comprehensive resource designed to help staff navigate the setup and use of merchandise while ensuring consistency in branding. This guide outlines the rules and regulations necessary for producing a cohesive look and feel across all branded materials.



# Graduation Week

Portfolio 2025.5

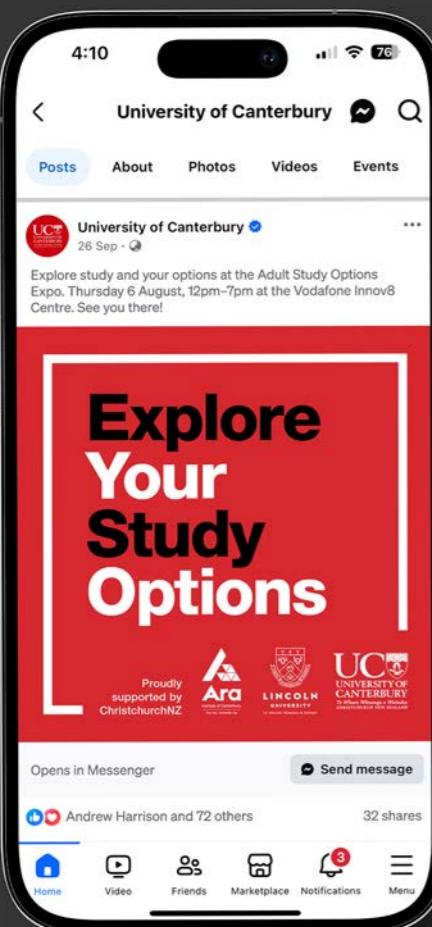


The incorporation of the Kōwhaiwhai (Māori motif) Maunga, representing the Southern Alps, adds a significant cultural dimension to the graduation collateral. The themes of journey, unity, integrity, and protection reflect the experiences and aspirations of graduates as they move forward. It creates a strong sense of connection to both heritage and personal growth.

# Adult Study Options Expo

Portfolio 2025.6

By partnering with higher education institutions in Canterbury, the 'Explore Your Study Options (Explore Study/Your Options)' expo provided adult students with a wealth of options tailored to their future needs and created a valuable platform to discover and compare different pathways.



Social media tile



# Study Law Campaign

Portfolio 2025. 7

Study Law campaign effectively built on the UCMe 2021 campaign while tailoring its message specifically for law recruitment. Maintaining branding consistency was crucial for UC recognition, and focusing on the unique aspects of studying law helped attract the right candidates.



Digital signage

# Annual Reports 10-24

Portfolio 2025.8



The annual reports highlight UC's positioning by simplifying complex data with easy-to-read layouts, icons, and graphs. The presentation of information helps stakeholders easily grasp key trends and insights, fostering a better understanding of the university's performance and goals.



Print and digital (PDF) publication

# Enrol Now Campaigns 19–25

Portfolio 2025.9



The Enrol Now campaigns built on the foundations of the UCMe and Choice campaigns, specifically tailoring its message to convey that it's not too late to enrol. This strategic focus not only reinforced the brand identity but also resonated with prospective students, encouraging them to take action in their educational journey.

Social media — Meta Facebook carousel

# MBA Info Evening

Portfolio 2025. 10

Applying a solid red background and a concise headline effectively captured attention and boosted attendance at the MBA Info Evening sessions. This Kōwhaiwhai (Māori motif), used across business faculty materials, represents excellence, growth, pursuit of knowledge, ascent, and development, reinforcing the faculty's core values.



# Adult Market Campaign

Portfolio 2025.11

Using simple, powerful headlines, a call to action, and a standout red color palette was a strong and effective strategy for reaching the adult student market. The message ‘Start your academic journey today’ is both direct and motivational, effectively inviting potential students to take action. This approach not only grabs attention but also emphasises the accessibility and immediacy of further education.

# Pursue personal and professional growth

# To transcend boundaries

"I envision myself playing a pivotal role in fostering innovation and best practices that benefit my team and organisation, the broader community, and the industry."

**Sanjay**  
Master of Business Administration (MBA)

A close-up portrait of Sanjay, a middle-aged man with dark hair and a full, greyish-white beard. He is wearing blue-framed glasses and a dark blue patterned shirt. He is smiling broadly, showing his teeth. The background is a soft-focus red and white gradient.

## Start your academic journey today

The logo for the University of Canterbury, featuring the letters "UC" in a stylized font.

The crest of the University of Canterbury, which includes a shield with a building and trees, topped by a crest and flanked by two figures.

UNIVERSITY OF  
CANTERBURY  
*Te Whare Wananga o Waitaha*

A standard black and white QR code located in the bottom right corner of the page.

An open magazine spread. The left page features a black and white photograph of two people sitting outdoors. Below the photo is a headline: 'University of Canterbury postgraduate students dominate 'excellence' awards'. The right page features a large red headline 'For the commitment to excellence'. Below the headline is a portrait of a young woman with long dark hair, smiling. She is wearing a green ribbed sweater. A QR code is visible on her sleeve. To the right of the portrait is the University of Canterbury logo and the text 'Start your academic journey today'. The background of the right page has a red-to-white gradient. The overall layout is clean and professional.

# UCMe Brand Campaigns

Portfolio 2025. 12

The UCMe campaign's ten-year evolution demonstrates a strong commitment to maintaining freshness and relevance, crucial for engaging a diverse student audience. Each year, the campaign's updated look and feel resonated with various demographics and trends, enhancing its appeal. This approach not only increased student enrolments but also significantly strengthened UC's financial position, showcasing the effectiveness of targeted engagement.



# Let's talk, I'd love to work with you

## Personal Details

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## Education

**Wanganui School of Design**  
(University of Waikato)  
Bachelor of Computer Graphic Design (BCGD) with distinction for academic achievement.

**Yoobee (Natcoll)**  
Diploma in Computer Graphic Design (dip.CGD)

## Certificates and Courses

### Yoobee

- Web Development Micro-credential Certificate — HTML5, CSS3, JavaScript
- UX Design Micro-credential Certificate
- After Effects Essentials Certificate

### University of Canterbury

- Empowerment through Delegation — Exec Education
- Coaching Conversations
- Communication Skills
- Fostering Innovation and Leading Change
- Challenging Client Situations
- First Aid (Comprehensive)

## Software

- Apple — macOS
- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat Professional, After Effects, Express, Rush, Firefly (AI),
- Microsoft Office
- Visual Studio Code
- Google Web Designer
- Monday.com / Streamtime

## Employment

**University of Canterbury**  
(September 2010 – present)  
Senior Graphic Designer  
University of Canterbury  
Private Bag 4800  
Christchurch 8140, New Zealand  
canterbury.ac.nz

**Waves Advertising/Crescendo**  
(December 2007 – September 2010)  
Senior Graphic Designer  
9B Beverley Street  
Merivale  
PO Box 1029  
Christchurch, New Zealand

**Q Brand Agency**  
(May 2006 – December 2007)  
Intermediate Graphic Designer  
75 Peterborough Street,  
Unit 4  
Christchurch 8013, New Zealand  
+64 3 962 0370  
qbrandagency.com

**MLT**  
(April 2002 – May 2006)  
Graphic Designer  
21 Bealey Ave, Unit 9  
PO Box 2765  
Christchurch 8014, New Zealand  
+64 3 377 1227  
mlt.co.nz

## Referee

**Caroline Polson — TwoScoops**  
Co-founder, Client Services and Managing Director  
G01/10 Sugarloaf Lane  
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I am currently the Senior Graphic Designer at the University of Canterbury, where I lead a creative team of designers.

I have been working in the graphic design industry for over 20 years and graduated from Wanganui School of Design (University of Waikato) where I received a Bachelor of Computer Graphic Design Degree (BCGD) with distinction for academic achievement. I have also studied at Yoobee (Natcoll), where I received a Diploma in Computer Graphic Design (dip.CGD).

I have a wide range of skills using Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat Professional, After Effects, Express, Rush, Firefly (AI) as well as Microsoft Office, Visual Studio Code and Google Web Designer. I have also utilised project management software, including Monday.com and Streamtime.

Throughout my career, I have worked with several design firms, including Q Brand Agency, Waves Advertising/Crescendo, and MLT, and I have provided freelance services to various companies.

At the University of Canterbury, my responsibilities include creative design, typography, and layout for both print and digital media. I provide leadership and management, overseeing creative direction and branded projects. My role also involves scheduling, art direction (including photography), as well as client communication with both internal and external stakeholders. I am an effective problem solver and consistently meet strict deadlines while collaborating closely with Account Managers and other team members.

In support, Caroline Polson, TwoScoops Co-founder, Client Services and Managing Director (previously UC Client Services and Account Manager) is willing to act as a referee on my behalf.

For a more in-depth and personal look at my portfolio, please don't hesitate contacting me:

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**+64 21 125 2488**